

28 FEB 1975

Approved For Release 2004/09/28 : CIA-RDP88-01314R000300400029-8

SHOWERS—Cloudy tonight and tomorrow, chance of evening showers. Low tonight near 70, high tomorrow in mid-50s. Today's low, 70 at 5-15 a.m.; high, 77 at 12-15 p.m. Details: Page C-3.

The Evening Star

WITH SUNDAY MORNING EDITION

**NIGHT
FINAL**

120th Year. No. 194.

Copyright © 1972
The Evening Star Newspaper Co.

*** WASHINGTON, D. C., WEDNESDAY, JULY 12, 1972

Phone 484-5000

CLASSIFIED 484-6000
CIRCULATION 484-1000

10 Cents

Washington Star-News

**14-for-\$1
Lottery
Numbers,
Page B-6**

Capital Special

NIPSY NIGHT—Fair and cold tonight, low about 20 in city; teens in suburbs. Sunny tomorrow, high about 40. Details: B-4.

123rd Year. No. 45

Copyright © 1975
The Washington Star-News Co.

WASHINGTON, D. C., FRIDAY, FEBRUARY 14, 1975 —104 PAGES

Phone (202) 484-5000

CIRCULATION 484-3000
CLASSIFIED 484-6000

15 Cents



123rd Year

The Washington Star

and Daily News

CAPITAL SPECIAL

BRIGHT—Sunny today, high in low 50s. Fair tonight, low in 30s. Fair Tomorrow, high in low 50s. Details: C-4.

THURSDAY, FEB. 27, 1975

Copyright © 1975
The Washington Star-News Co.

Phone (202) 484-5000

CIRCULATION 484-3000

CLASSIFIED 484-6000

15 Cents Onward

How The Star-News Became The Star Again

On July 18, 1973, a front-page announcement informed readers of the combined Washington Star and Washington Daily News that the paper was going to have a new masthead, or nameplate, which in effect changed its name to The Washington Star-News.

The new masthead, the announcement said, uses a "modern adaptation of the Old English type that has been used in The Star masthead for 120 years."

On Friday, Feb. 21, 1975, the masthead was changed again, this time without the fanfare, to an even more

modern and simple type face. In large type across the top it says "The Washington Star" and in very small type, under the "ton" of Washington, it says "and Daily News."

When asked to explain the more recent change, Star editor James Bellows said: "We decided we should stick to the mast of the one paper that's been going for more than a hundred years." He also said he thought the name would be "easier to handle."

"It's kind of like what The Post did with The Times-Herald," he said "The

name got smaller and smaller and then . . ."

The Post, which acquired The Washington Times-Herald in 1954, dropped the Times-Herald from the masthead in 1973.

Bellows said he and Star publisher Joe L. Allbritton discussed the change and that it was their joint decision to make it. There was no announcement, he said, "because we are making a great many changes at The Star and we don't plan to accompany each one with a dramatic announcement."

—S.K.